

**St. Peter's Senior Secondary School**  
**BUSINESS STUDIES (054)**  
**Class 12**  
**Assignment 8**

**Instructions**

- Consider this assignment as a revision of Chapters 1-5
- Attempt all the questions.
- Complete this assignment in : 1.5 hrs
- Questions (1-6) carry 1 mark and should be answered in one word.
- Questions (7-9) carry 4 marks and may be answered in 120 words.
- Questions (10-11) carry 5 marks and may be answered in 150 words.
- Questions (12-13) carry 6 marks and may be answered in 200 words.

**SECTION A**

**Complete the statements with appropriate answer(s).**

1. Managing Director is a designation at \_\_\_\_ of management.  
(top level/middle level/low level)
2. The transfer of assets from public sector to private sector is called as \_\_\_\_.  
(privatization/liberalization)
3. \_\_\_\_ is a type of organizational structure which promotes initiative and flexibility.  
(functional structure/ divisional structure)
4. Management can be called a \_\_\_\_ science. (pure/ inexact)
5. Colour TV has wiped out the demand for black and white TV is an example of \_\_\_\_ environment.  
(social/political)
6. Alliance Ltd. is engaged in manufacturing plastic buckets. The objective of the company is to manufacture 100 buckets a day. To achieve this, the efforts of all departments are coordinated and interlinked and authority-responsibility relationship is established among various job positions. There is clarity on who is to report to whom.

**Name the function of management discussed above.**

## SECTION B

7. Vaibhav Garments Ltd's target is to produce 10,000 shirts per month at a cost of Rs 150 per shirt. The production manager could achieve this target at the cost of Rs 160 per shirt. Do you think the production manager is effective? Give reasons for your answer.

8. As per the directions issued by the Supreme Court, the government passed an order to ban the sale of tobacco products within the area of 200 meters of all educational institutions as:

1. Its consumption is injurious to health.
2. People are becoming more conscious about health and fitness. This indicates the government's attitude towards this business.

**Identify the business environment under three different dimensions by quoting from above paragraph.**

9. 'No enterprise can achieve its objectives without systematic planning.' Do you agree with the statement? Give any five reasons in support of your answer.

10. Can management be called as Art? Explain.

11. Explain the following techniques of scientific management.

i) Differential piece rate system ; and ii) Motion study

12. Eco-friendly products are gaining power as the consumers' awareness about environmental issues has increased over the years and they are conscious about choosing products that do not have adverse effects on the environment. They are now more conscious about the carbon emission and climate change effects, and want themselves to be 'seen' as a green advocate among their peers. In such a scenario, it has become a challenge for the companies as they have to not only meet the needs of the consumers but also ensure that their products are safe and environment friendly. As a result, there is growing need for better and advanced technologies to work as a catalyst in this regard.

**1. Identify the relevant feature of business environment being discussed above.**

**2. Describe briefly any three points which highlight the importance of business environment and its understanding by managers.**

13. Flipkart is an e-commerce company founded in the year 2007 by Sachin Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bengaluru, India.

The company seeks to increase traffic (more clicks on their products) and boost sales and revenue through integration of Mobile Apps, Display, Pay Per Click and Search Engine Optimization. In order to dispel the fear of people related to shopping online, Flipkart was the first company to implement the popular 'Cash on Delivery' facility. All the products sold by the company under a particular category may have different return/replacement period. Flipkart allows multiple payment options such as cash on delivery, credit or debit card transactions, net banking, e-gift voucher and card swipe on delivery. The company operates both ways when an order is received. The products for which it holds inventory are dispatched by it directly. For the products they do not store in inventory, they just send the order received by them to the supplier who ships it.

The company plans to spend about Rs. 75 crores on e-Commerce advertising in the year 2016. Flipkart reserves the right to terminate your membership and/or refuse to provide you with access to the website if it is brought to Flipkart's notice or if it is discovered that you are under the age of 18 years. This is because as per the Indian Contract Act, 1872, the minors, un-discharged insolvents, etc. are not eligible to use the website.

**In context of the above case, identify and explain the different types of plans being used by Flipkart by quoting lines from the paragraph.**